Invention: "Method for Estimating the Effect of Characteristics on Product Preference" Inventor: Harvey et al. Docket No.: 17,373

Preference Factors	Cumulative Preference Factors	Result
Base Preference	Base Preference	Base Preference
Downside	Base Preference + Downside	Attained Overall Preference
Upside	Base Preference + Downside + Upside	Best Preference
Not Reachable	Base Preference + Downside + Upside + Not Reachable	Total Possible Preference = 100%

Fig. 1

Hypothetical Upside/Downside Plot

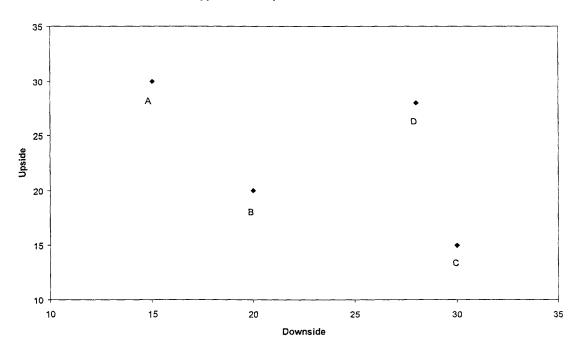


Fig. 2

Invention: "Method for Estimating the Effect of Characteristics on Product Preference"
Inventor: Harvey et al. Docket No.: 17,373

Upside/Downside Analysis - Key Attributes

Preference Pre				Test Pn	Product					Control Product	roduct			
Preference Downside Lyside Best Reachable Preference Downside Lyside Best Reachable Preference Downside Lyside Best Reachable Preference Downside Lyside Reachable Preference Downside Lyside Reachable Preference Lyside Lyside Reachable Preference Lyside Reachable Preference Lyside Reachable Preference Lyside Lysi			Ups	side/Downsic	9		-		Ups	ide/Downsic				
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1) %	ote: Attributes are	Fielerence	NownSide	Opside.	pest	Keachable	Preference	Preference,	Downside.	<u>Upside</u>	Best	Reachable	Preference	Attribute
26 29 41 96 4 42 17 18 58 93 7 23 26 29 36 91 9 45 12 23 44 79 21 33 16 39 35 90 10 63 12 23 47 82 18 33 47 8 33 90 10 63 12 23 47 82 18 23 23 24 11 34 76 24 19 33 47 8 33 88 12 20 24 11 34 29 43 19 33 12 23 47 69 31 24 43 14 14 29 84 16 27 24 43 12 26 81 16 19 41 76 24 43 12 26 81 14 76 24 33 25 30 25 80 20 50 64 36 25 30 26 61 36 36 24 49 <t< td=""><td>cific to each test)</td><td>*</td><td>*</td><td>*</td><td>%</td><td>*</td><td>*</td><td>*</td><td>%</td><td>%</td><td>š</td><td>%</td><td>*</td><td>à</td></t<>	cific to each test)	*	*	*	%	*	*	*	%	%	š	%	*	à
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41 14 28 83 17 34 23 12 26 61 39 32 25 25 30 25 30 25 80 20 20 54 36 31 20 25 80 20 75 25 25 20 15 41 76 24 28 20 20 25 80 20 75 25 23 30 5 15 15 50 50 50 20 20 20 20 20 20 20 20 20 20 20 20 20	like underwear	36	19	30	85	15]#	. 4	5 0	2.4	5 %	2 5	3 8	5 6
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	rali Preference	55						35						÷ 6

Notes: 1 - Base Preference equals Overall Preference among those who <u>did not</u> prefer the respective product on the attribute 2 - Downside equals Overall Preference minus Base Preference 3 - Best Preference equals Overall Preference among those who <u>did</u> prefer the respective product on the attribute 4 - Upside equals Best Preference minus Overall Preference 5 - Not Reachable equals 100% minus Best Preference 5 - Not Reachable equals 100% minus Best Preference

• = Caution: Small Base (N <=30) used in calculation